

# CONSUMERS' GUIDE

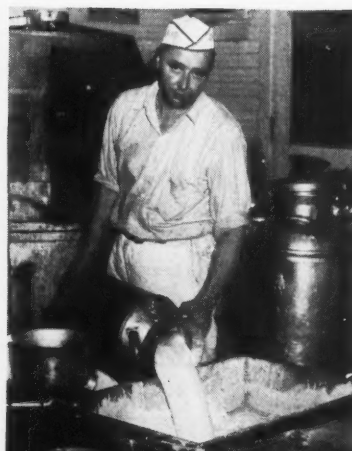
DECEMBER 2, 1940



GOOD ECONOMIES



STAMP PLAN



MILK SAVINGS



MILK GLOSSARY

# CONSUMERS' GUIDE

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Prepared by  
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D. E. MONTGOMERY, CONSUMERS' COUNSEL  
MARY TAYLOR, EDITOR

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"I SUBMIT that our democracy, if it is to be strong and unassailable, must give serious and continuous attention to the problem of bettering the lot of the low-income groups in cities and on farms. It is only common sense to do this. Raise their incomes and you raise their buying power. Raise their buying power and you create new markets for the production of our machine industry and increasingly mechanized agriculture. That seems to be about the only place we can look for new markets in the world as it is today, and certainly it is the first place we would want to look for new markets. We are our brothers' keepers. And they are also our keepers. We will be economically stronger and also morally and psychologically stronger as we make the American dream come true for more and more Americans.

"We have tested out the theory that economic well-being would trickle down from the top if you just let the people at the top of the heap go their own way in their wisdom. That theory was murdered by a gang of brutal facts in the early 1930's. It didn't work!

"We know now that we have to find a workable way of generating economic well-being at the bottom by increasing the consuming power of the lowest-income group."

CLAUDE R. WICKARD,

Secretary of Agriculture, before Annual Meeting of the National Grange, Syracuse, N. Y., November 15, 1940.

"IF PREJUDICES and privileges are disregarded, it can be demonstrated by logic and mathematics that this Nation can carry out and extend its armament program without important reduction in the volume of production for civilian use—without spiralling prices or depressing the standard of living. In other words, it is possible to have guns and butter both. But it will not be possible to have full production for both defense and standard of living if the important elements in our economy, industrial management and capital, labor, and agriculture, successfully resist any modification of their traditional attitudes."

CHESTER C. DAVIS,

Agricultural Commissioner, National Defense Advisory Commission, before Annual Convention of the Association of Land-Grant Colleges and Universities, Chicago, Ill., November 15, 1940.

"GOODS must be kept moving into civilian as well as military channels for ultimate consumption. That means keeping costs and margins at as low a level as is consistent with the services rendered."

HARRIET ELLIOTT,

Consumer Commissioner, National Defense Advisory Commission, before Conference of Wholesale Trade Representatives, Washington, D. C., November 12, 1940.

"WHAT of the future for consumers? We stand today at one of those turning points in the Nation's affairs. Activity is increasing. The dollar values of things are on the move.

"Prices have begun to move during the past 15 months. Some prices are, as you might say, sneaking up on your blind side. For instance—early in November, trade papers report, manufacturers began to take threads out of the housedresses you women buy. The percale dress for which you have been paying a dollar used to have 80 threads to the inch each way. Now it is to have 68 threads to the inch one way and 72 the other. It will still cost you a dollar, but because the quality has been reduced, that is really a higher price than it was before.

"Such items of news do not argue that all is well in the outlook for consumers. I am glad to say there is a considerable organization of opinion among retailers that continuation of price increases at the consumer level spells danger. The danger is that rising prices may give birth like bacteria to other rising prices. And if the infection really takes hold prices become the master

rather than the servant of the Nation's economy.

"Another danger threatens consumer welfare. This, too, is a kind of disease. Call it the dollar delusion. It is a kind of blindness that permits us to see dollars while we fail to see the things that dollars buy. It fastens on us because most of us will work hard to find some way to look out for income, but don't do a thing to make sure we can turn that income into plenty of good things. We're smart as producers; we're dumb as consumers.

"Right now another epidemic of this disease threatens us. With big movements under way in the business world, every group is girding itself to see that it draws a good ticket in the national sweepstakes. Money prosperity is in the offing and we are all getting set to see that when it arrives we shall be sure to get ours. Everyone is busy fighting for the dollars he hopes to take in, forgetting that the thing he is after—as a human being, with a family, and kids—is more food, more clothing, more household goods, and greater human comforts.

"That points up the big question in the present outlook for consumers. Will the prosperity induced by defense be used to produce more goods which we can use in our homes, or will it give rise only to higher dollar values?

"We have manpower, we have productive capacity. We have the resources to expand productive capacity. We have what it takes to build the machinery of defense and at the same time to build a desirable and defensible standard of living for every man, woman, and child. If we build war goods but do not keep up the supply of goods that go into daily living, then we shall be paying for defense by taking it out of living standards that are already dangerously low for many people. If we permit speculation to run away with prices in commodity markets and in stock markets, then we consumers shall probably pay even more dearly for defense. But if we are able not only to keep up, but to expand to the limit of our capacity, the production of goods for civilian use and to keep them moving into the homes of people, then we shall have an America that is impregnable on the world front and an America secure in its faith that here we can make real the dreams men live by."

D. E. MONTGOMERY,

Consumers' Counsel, U. S. Department of Agriculture, before Harlem Consumers' Cooperative Council, New York, N. Y., November 16, 1940.

**EGGS ARE GRADED** on basis of the quality revealed in the candling process. Electric candles light up an egg's insides, giving U. S. graders an X-ray view of the quality. After grading, eggs are separated mechanically, according to weight, then put into containers.

To meet a grade, eggs have to come up to certain requirements defined in a set of standards. One thing about grades is certain: They are the best device available to assure buyers of a product fairly consistent in quality, and a quality that can be easily recognized just by reading the label.

While grading takes some of the guesswork out of buying, it does more than that. It makes comparison of prices easier and more accurate. It protects the buyer from paying a high price for low quality. Some consumers, if they are to get any eggs, must get them at the lowest possible price. Other consumers, better fixed, might afford to buy more eggs if they could get top quality for breakfast and third quality for mixing in other foods, and pay corresponding prices for the different grades. Grading serves both kinds of consumers.

Still another indirect benefit to consumers comes through the direct benefit grading brings producers. Top quality, plainly labeled, naturally brings top prices. This incentive can encourage producers to improve production methods, and handlers to eliminate delays and inefficient handling methods that affect egg quality. As pressure in this direction increases, consumers may find the proportion of top quality eggs on retail markets increasing.

#### FEDERAL GOVERNMENT GRADES ARE 4:

*U. S. Special.*—The kind to buy for convalescents; very few on the market; may be marked "Retail Grade AA."

*U. S. Extra.*—Top grade in most markets; satisfactory for breakfast eggs; may be marked "Retail Grade A."

*U. S. Standard.*—Satisfactory for cooking; if sold under seals authorized by the Department of Agriculture must be marked "Retail Grade B."

*U. S. Trade.*—Suitable for preparing dishes where egg flavor does not count much.

Under the egg regulations of the Agricultural Marketing Service all these grades may be accorded to storage eggs as well as fresh ones. Storage eggs of the 2 top grades, U. S. Special and U. S. Extra, however, must be labeled as storage eggs when sold under authorized seals. Storage eggs of the third grade, U. S. Standard or Grade B, are not required to bear an identifying mark of storage on the seal. However, any person who ships in interstate commerce storage eggs



## What Grade of Eggs Do You Buy?

**Experts in Federal egg grading want consumer testimony on the quality they look for in eggs to help in revising U. S. Government standards for this important food**

**X-RAY EYES** wouldn't help humans see into the soul of a machine, but they might—if humans had that kind of eyes—make the grading of eggs unnecessary.

Here's a product that nature wraps in a package the minute it's produced. Not even the producer of the product, nor her keeper, knows for certain its quality. Some eggs are third grade the minute they're laid. Most are top quality. Still, there's a gamble right from the start. Then gambles come all along the way, right down to the moment the egg is eaten.

Careless handling on the journey from hen house to retail counter probably does more to lower egg quality than anything else. Length of time between laying and eating

can make a difference, too. Better, more modern refrigeration methods for farm, truck, train, and store, new methods of processing eggs to help seal in quality, and faster roads to market are constantly reducing the danger of deterioration. Just the same, by the time the consumer meets a dozen eggs at a retail counter he still needs some substitute for X-ray eyes to give a picture of the eggs' insides.

Grading of eggs is the closest anyone has come so far to giving the egg buyer an inside picture of eggs. The Federal Government, through the Agricultural Marketing Service of the Department of Agriculture, has developed standards for the grading of eggs. Each grade represents a different quality egg.



which are labeled "Fresh" is liable to prosecution for misbranding under the Food and Drug Act.

SINCE TIME HAS SO MUCH TO DO WITH THE quality of eggs, labels under the system of Federal grading bear not only the grade but also the date when the grading was done. This date is important, because unless eggs are carefully refrigerated they drop in quality as time goes on.

Size of eggs, too, is important. Every consumer knows what a gamble he takes on the amount of egg in a dozen unless he buys the graded kind. United States Government grades specify the weight and size of the eggs in the top 3 grades. Under present requirements, if "U. S. Specials" and "U. S. Extras" are sold under certificates of quality, or "U. S. Standards" are sold under seals, they are identified as "Large," "Medium," or "Small." "Large" eggs must weigh 24 ounces to the dozen; "Medium" eggs, 20½ ounces; "Small" eggs, 17 ounces to the dozen. Requirements for uniformity of size of eggs within each dozen vary according to the grade. In the case of "U. S. Specials," all 12 eggs must be uniform in size. "U. S. Extras" must be reasonably uniform. "U. S. Standards" may be variable in size. The 12 eggs in a dozen graded "U. S. Trades" may greatly vary.

Services of Government egg graders are available to any egg dealer willing to pay for the small cost involved—about one-fifth of a cent per dozen. Grading of eggs by the Department of Agriculture is done only at the request of shippers and marketing agen-

cies, but consumers can stimulate such requests by letting their dealers know that they want to buy eggs by grade.

When U. S. grades for eggs were first set up in 1923, grading was done in just one market. Even then the portion of eggs that went out from this distribution point with U. S. labels on their cartons was tiny. Grading got its major push in very recent years. Last year's increase brought the yearly total of eggs graded by Federal inspectors up to 84 million dozen. Service now has spread to all major terminal markets. Graders and assistants, to the number of 800, are eagle-eyeing eggs in Washington, D. C., Philadelphia, Boston, New York, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Oreg., Seattle. States where State and Federal governments cooperate include Florida, North Carolina, Indiana, Pennsylvania, Ohio, Michigan, Illinois, Nebraska, Minnesota, Utah. Here graders are at work in many rural shipping points as well as in cities.

GRADERS ARE TRAINED AT FEDERALLY SUPERVISED schools. It takes a year of experience and training before a man can be sure of doing the job without a hitch. Training, plus the 7 or 8 daily hours of looking behind the eggs' shells, gives a person more insight into egg quality than a consumer ever could have.

To spot the quality inside an egg, the inspector "candles" it. That means holding the unbroken egg against a strong light. Candling is the closest a human being can come to getting an X-ray of an egg's interior. Candling shows graders how large the

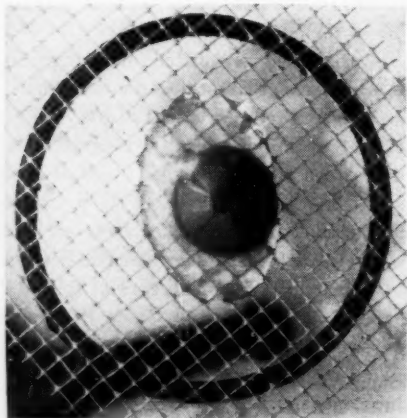
air cell inside the round end of the egg is. This gives graders some idea of the age and they can see how firm and clear the white is. They know that the firmer it is the fresher it is. They can look at the yolk, too, and tell by its position, its degree of mobility, its freedom from spots or blemishes, many things about quality and freshness.

Candling, as a method for examining the quality of eggs, is sound as a drum, but some people think that absence of set specifications for candling equipment makes for lack of uniformity. A grader using one kind of candling equipment may see very different things in an egg from the grader using another kind. So far no one whose interests are affected by egg grading has felt strongly enough about this to cause a revision in U. S. grade specifications.

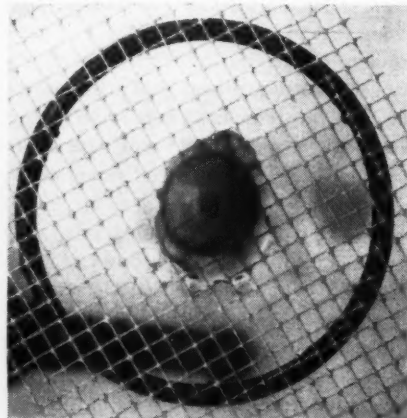
WHILE THE VOLUME OF U. S. GRADED EGGS has been increasing each year, State graded eggs come to market, too. In 40 States there is egg grading and labeling legislation. Some State grades correspond to the U. S. grades. In other States, grades differ from Federal standards. This makes for confusion, which helps neither consumers nor farmers. Sometimes State grades discriminate against eggs produced outside the State, and consumers again bear the brunt of this discrimination. An egg laid outside of the State of Rhode Island, for instance, may be as fresh when it reaches consumers in Providence as an egg laid within Rhode Island, but the out-of-State egg is not permitted to be labeled as top quality.

Confusions such as this will disappear as fast as producers, handlers, and consumers

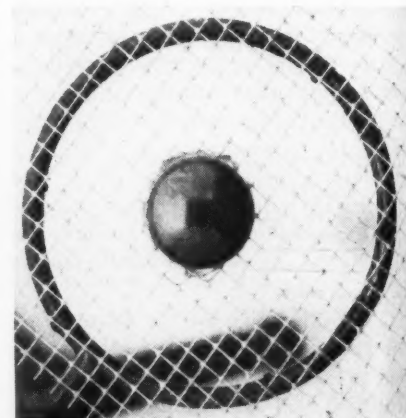
IF the yolk stands up round like a ball, if the white is clear and holds firmly around the yolk, then it is an excellent egg. U. S. Extras, or "Retail Grade A," look like this. Few eggs of the highest grade, "U. S. Specials," are sold.



WHITES begin to thin as eggs step down in quality. Much of the white in this egg was thin enough to slip through the wire mesh. Such an egg would classify as U. S. Standard, or "Retail Grade B."



LOW QUALITY eggs have white so thin that they slip entirely through the wires. An egg graded as U. S. Trade would look like this. Such an egg is suitable for cooking dishes where egg flavor does not count so much.



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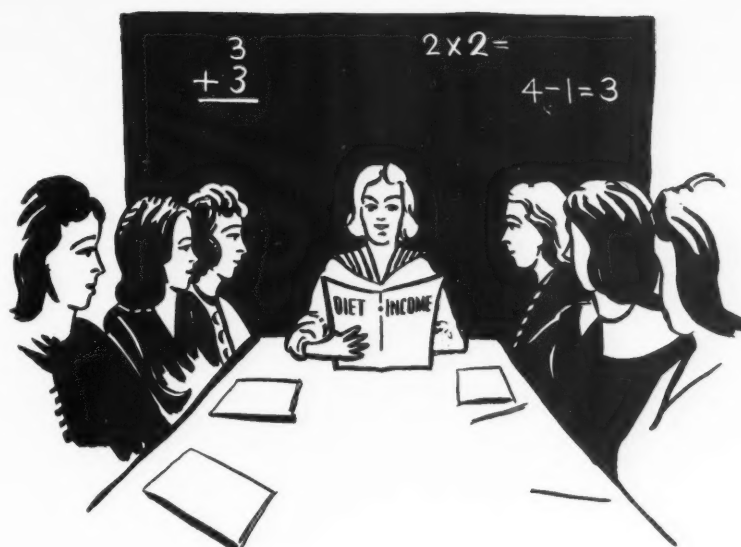
come to realize that all of us live in one big Nation, not in 48 tight little principalities. To insist that grades, which are the language of quality, should differ from State to State is as quaint as to insist that the people in each State should talk a different language.

No official of the Agricultural Marketing Service in charge of United States grading of eggs ever claims a grade is perfect. What AMS does claim is that they are the best grades that can be found at the time they are established, and that when research results or practical experience show how grades can be improved, they will be. When this evidence points to the wisdom of revising standards for grades, then democracy gets to work. Proposed revisions are drawn up. Hearings are held where anyone who has an interest in egg grades can appear and present testimony. The record of such testimony is carefully studied, and suggestions, which are generally acceptable, are incorporated in the proposed revisions. Final step comes when the experts in AMS recommend, and the Secretary of Agriculture issues, a new set of standards.

Right now, AMS is ready to send its representatives out into egg producing and marketing centers to get producer, distributor, and consumer reactions to a proposed revision of egg standards. Dates and places will be set for informal discussions. Consumers who want to know the place and time of these meetings can find out by writing to the Consumers' Counsel, U. S. Department of Agriculture, Washington, D. C.

WHILE CONSUMERS ARE AIRING THEIR VIEWS on egg grades with producers and distributors at these regional meetings, consumer opinions will be probed in another way from Washington. If plans now in the making mature, AMS should have in its files before long a valuable bank of information on the consumer definition of a good egg. Questions about eggs are going to be sent out to a cross section of consumers—north, south, east, and west. From their answers, statistics will be compiled, charts made. The final picture of a good egg which comes out of this process will be presented to the grade revisers. Stacked up beside the opinions of producers, distributors, and retailers it will help put the consumers' point of view into the next standards for U. S. egg grades.

To get posted on existing quality standards, this bulletin is useful: "Handbook of Official United States Standards for Individual Eggs," which may be obtained for 5 cents from the Superintendent of Documents, Washington, D. C.



## Have a Care

*You can make those food dollars stretch and your food purchases go farther if you learn how to plan and purchase and prepare foods in the most economical ways*

MOTHER'S DAY in the Home Economics class began innocently with the mothers proudly watching their daughters prepare lunch, but somehow in the midst of the exhibition one mother got to talking with Miss Wilson, the Home Economics teacher, about her own food problems. Another mother joined in. Then still another asked a question, until, before anyone knew exactly what was happening, there was an open forum on the problem of feeding a family on the food allowance a small salary permits.

One mother came out with something that evidently had been worrying her. "My little boy," she said, "came home with a note from the school doctor the other day saying he was undernourished." Looking around apologetically, she continued, "I thought he was getting everything he needed to eat. He eats all right. I guess it must be what I feed him."

It was about then that Miss Wilson had an idea. "Let's make this a club," she suggested, "a better-diet club, and see if we can't work out ways and means of feeding our families adequately on what we spend now, or on even less."

While lunch was served to the mothers by their daughters, the better-diet club had its first meeting.

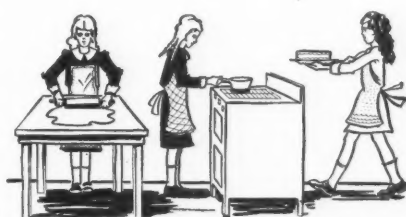
Miss Wilson went to her desk and got a pamphlet. It was called, "Diets to Fit the Family Income." It could be obtained free, she told the mothers, by writing to the Bureau of Home Economics, United States Department of Agriculture, Washington, D. C.

"This is going to be our text," she explained. "It tells what kinds of foods and how much of each kind families of different incomes need each week to get good diets, and it tells you how to get good diets at different costs."

"Take Mrs. Johnson for example. Mrs. Johnson, how many are there in your family?"

Betty Johnson, standing behind her mother, wearing a white apron, giggled at the idea of her mother reciting.

"There are 4 of us," Mrs. Johnson explained, "Betty, myself, my husband, and William. He's 10 years old."



"Good," Miss Wilson said, "and how much do you spend on food a week?" Mrs. Johnson didn't know exactly, but she supposed it was about \$10.

"And naturally you hope that you're providing your family with a good diet. Well, let's see what an inexpensive but fully adequate diet consists of according to this bulletin. Here's 'A Minimum Cost Adequate Diet' for 4 people:

"17½ quarts of milk,

"11 pounds of potatoes,

"4 pounds of tomatoes and citrus fruits (that's oranges and grapefruit and lemons),

"7 pounds of leafy, green, and yellow vegetables,

"2 pounds of dried beans, peas, nuts, etc.,

"1½ pounds of dried prunes or other dried fruits,

"7 pounds of other fruits and vegetables,

"16 eggs,

"4½ pounds of lean meat, poultry, or fish,

"15 pounds of flour and cereals (bread comes in here),

"¾ pounds of fats,

"¾ pounds of sugar and jams and that sort of food."

There were a lot of questions as soon as that was written down. Each mother wanted to know what should be bought for a family her size.

"If you'd get hold of the pamphlet," Miss Wilson explained, "you'd see that how much and what kind of food your family needs depends upon the number of people, their age, and their sex."

WHEN THAT WAS OVER MISS WILSON BEGAN to talk again, "Now let's try an experiment and see how economically each one of us can feed our families this week, giving them delicious, healthful meals.

"This is what we ought to do. First, each one of us should keep a record of everything we spend for food. A very good way to keep this record incidentally is to use the 'Chart to Record Your Week's Purchases.' You can get it free by writing to the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

"Then I'm going to suggest that you follow certain buying rules.

"First, at the beginning of your buying week, make out your shopping list for the entire week. This means planning your menus for the entire week, too.

"Once you've made up your shopping list for the week, buy as much as you can of the things you'll need for the week at one time.



"This will enable you to make savings by buying in quantities. For example, when a can of peas is 7 cents, or 4 for a quarter, you can save 3 cents by buying 4 cans at once. You can also make similar savings by buying fresh fruits and vegetables in quantity.

Rule 1, then, is to buy in quantities whenever possible.

"The corollary of Rule 1 is never send your children off to the store to buy 10 cents worth of something. Plan your shopping so it's never necessary to send anyone out at the last minute to buy a nickel's worth of this or a dime's worth of that. Food is usually more expensive that way.

"Rule 2 is buy by weight or measure, not by cents' worth. That is, don't ask for 25 cents' worth of stewing meat. Decide how much you need, and buy that much after you have learned how much it is a pound.

"Rule 3 is watch your weights and measures, and not only the butcher's scales. When there are several different brands of a canned food on the grocer's shelf at different prices, read the label to see how much each can contains, then work out for yourself which is the cheapest can per ounce.

"Rule 4 is cash and carry when carrying for cash is cheaper than charging and sending. For example," Miss Wilson explained, "it's possible in this city to buy a quart of milk at stores for 11 cents. Delivered to the home the price is 13 cents.

"Rule 5 is to look for U. S. Government grades when buying foods, for instance, A-B-C grades for canned foods; Prime, Choice, Good, Commercial and Utility for beef, veal, and lamb; AA (Special), A (Extra), B (Standard) for eggs. For some purposes the middle or lower grades with less eye appeal are as satisfactory as top grades and are equally nutritious. In some stores it is not possible to buy by Government grades. But you can remember then that it is not always necessary to buy foods that look the prettiest.

"Rule 6 is to be versatile when you go shopping. Keep your eyes open for an alternate choice which is cheaper but which serves the same purpose. When pork's a bargain and beef's expensive, don't be rigid about your meal plans. There are many different green or yellow colored or leafy vegetables. Most of them are interchangeable in the diet. Buy those that are good values at the moment.

"Rule 7 is the twin of Rule 6—watch the seasons of foods so you can take advantage of foods that are especially plentiful because that's when they are cheapest.

"Rule 8 is buy in bulk when bulk buying enables you to save the cost of packaging. If such foods as rice, sugar, noodles, spaghetti, dried fruits, are sold in bulk, see how much you can save buying that way."

MISS WILSON STOPPED HER RECITATION AND looked down the table at the upturned faces of her students' mothers. "Are there any questions?"

"Is it all right, Miss Wilson," one mother asked, raising her hand, "if I take notes?" Everyone laughed and Miss Wilson said, "Of course! Jane," she added, speaking to a black-haired girl who had begun to clear away the dishes of the luncheon the students had served their mothers, "Won't you get pencils and paper for everyone?"

"Now," Miss Wilson said, "let me run down the list of these foods in the minimum adequate diet and tell you what I happen to think about each one of them. If anyone has any ideas of her own, I think she ought to tell them to the rest of us. Don't you?"

The mothers all nodded.

"Take meats," Miss Wilson began, "when you buy meat and are trying to economize at the same time, look for the cheaper cuts. They can be cooked so that they're just as tasty as the more expensive cuts and, of course, the lean meat in inexpensive cuts is just as nutritious as lean meat in the more expensive cuts. Then the meat organs are very good and some of them are very cheap. Besides, they provide extra values because of their vitamins and minerals. Beef kidneys you know about, but there is also calf, lamb, and pork kidney. There's heart, too, and tongue, and liver.

"Then at the butcher shop, be sure always to ask the butcher for the trimmings, the bone and the fat he cuts away after he has weighed your purchase. The bone can be used for soups.

"The fat can be rendered and used for shortening or pan-frying."

As Miss Wilson paused, a hand went up at the end of the table. "Miss Wilson,



there's something I do to be thrifty with meat." One of the mothers at the end of the table had an idea. "My husband likes the flavor of meat, and I stretch my meat dollar by making meat loaves with meat and bread crumbs, or meat with rice or spaghetti, things like that."

"Of course," Miss Wilson agreed, "you can make meat dishes go much farther by using bread crumbs, stale bread, or other cereals in meat loaves. Then, of course, meat and vegetable stews make your meat go farther, too. A good point to remember in making stews is to cook the meat slowly and for a long time, and the vegetables in the stew a short time. The stew tastes better that way and it's more nutritious."

"Something else you should remember is that the gravy and drippings in the pan should be saved. You can use them to flavor vegetables and soups."

Another woman raised her hand. "If I buy cheap meats, my family won't eat them because they're so tough."

"They don't have to be tough," Miss Wilson commented, "if you cook them right. And that reminds me of another pamphlet you can get free from the Bureau of Home Economics at the United States Department of Agriculture in Washington, D. C. It's called 'Meat Dishes at Low Cost.' By all means write for it."

A QUESTION CAME FROM ANOTHER WOMAN. "I can never remember whether you cook meats at high temperatures or low temperatures."

"That's a good question. The most important single rule in meat cookery is to keep the temperature fairly well down, that is moderate, at least most of the time. This is true for stews, pot roast, and all the less expensive meat cuts, as well as oven roasts."

"And another thing it's cheaper to cook foods over the burners on the top of your stove than in the oven. Tender cuts suitable for oven roasting cost more money to buy, and they cost more money to cook, too."

"That's the way I feel about chicken, too. Our food budget just doesn't allow roast chicken," came from the back of the room.

Miss Wilson was ready again. "Oh, but there are good buys in poultry, too. The older birds are often very reasonable. And there's a folder called 'Poultry Cooking' that



tells you just how to prepare them. It's free from the Bureau of Home Economics."

"Another important thing to remember is that fish does much the same job at dinner that meat and poultry do, and, sometimes, it's cheaper. So look for good buys in fish any day in the week. Get the habit of cooking fish in different ways, too; you can broil, bake, and stew fish as well as fry it."

"NOW MILK. DOES ANYONE HAVE ANY ideas on milk?"

Yes, someone did. A mother, who had been taking notes very conscientiously looked up. "I already do what you said," she reported, "that is, I buy some of my milk at the store for 11 cents a quart. In my family, there are 5 of us, 3 grown-ups, and 2 small children. For everybody to get all the milk he should have at 11 cents a quart for whole milk would break our family bank, so I buy some skim milk, and buttermilk; sometimes I get powdered skim milk from the baking company on my street and use that in biscuits and sauces. Those ways my milk bill costs 75 cents a week less than it would cost, even if I went to the store to buy all whole milk."

"That's excellent," Miss Wilson commented, while the other women nodded. "All I can add is that in your menus you might use evaporated milk, too, when it works out to be cheaper than other forms of milk and cheese. There's a good pamphlet on milk, too. It's called 'Milk for the Family,' and it's free. You write to the Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C., for it."

"And that brings us down to fruits and vegetables. That's a big subject, so I'll go fast."

"FIRST OF ALL, I WONDER IF EVERYONE here knows all the different kinds of places where fresh fruits and vegetables are sold. There are farmers' markets, and general markets, as well as the corner grocery stores. I

know one market where they sell the tag-end of their stock especially cheap on Saturday night, rather than try to store it over the week-end. It's a good idea to shop around and find out where you can get your fruits and vegetables cheapest."

"Another thing, when you can, get your neighbor to go in with you and buy your apples and oranges, and peaches and tomatoes by the crate or the box or the basket. Then divide up. You'll be surprised at how much you'll save."

"When oranges become expensive, incidentally, tomatoes can take their place in the diet cheaply, particularly canned tomatoes which supply the Vitamin C you need every day at very low cost."

"And don't let the green grocer throw away the turnip and beet tops, or the cauliflower leaves. They contain valuable nutrients. Prepared like other leafy green foods, they make tasty and valuable foods."

"You shouldn't throw away the outside leaves of lettuce either. Save them. If you can't use them in salads shred them to put in soups. There are vitamins there you can't afford to lose. Remember there's good food values in the cabbage hearts and the stalks of asparagus and broccoli, too."

"When you prepare vegetables, save the cooking liquid and use it in soups. There are health-giving vitamins and minerals dissolved in that liquid."

"The liquid in which canned peas and asparagus and lima beans and other canned foods are packed also has food value. Sometimes they can be blended into a vegetable juice to drink just like tomato juice. Or they can be used in soups. They certainly shouldn't be poured down drains."

"Left-over vegetables can go into stews, or they can be folded into omelets."

"There are also a few simple cooking rules to follow in cooking fruits and vegetables which help you get more nourishment and flavor out of fruits and vegetables."

"Don't stir air into fruits and vegetables while they are cooking."

"Never use soda in cooking green vegetables."

"When you boil vegetables bring the water to a boil as fast as possible."

"Use as little water as you can."

"Don't stew or slow-bake fruits and vegetables if a quick cooking method will do."

"For chopped salads, cut up the food just before serving."

"EGGS, NOW," MISS WILSON WENT ON, "anyone have any ideas on eggs?"

One woman did. She didn't know how important it was, might sound trifling, but



she found it useful. When she separated the white from the yolk and had to keep the yolk, she found that by putting 2 table-



spoonfuls of water over the yolk she could prevent the yolk from drying out.

Several of the women thought that a very good idea, and they jotted it down.

"I hope no one here wastes money by paying extra for brown or white eggs. You know the color of the shell of an egg tells you nothing about the food value or flavor of the egg."

Some women looked as if they didn't believe Miss Wilson but they didn't say anything.

"The next group of foods we ought to mention," Miss Wilson said, "includes flour and cereals.

"I guess the best suggestion I can make on cereals is to read what this valuable little booklet 'Diets to Fit the Family Income' says.

"It says: 'The kind and form of cereal as well as the amount make a great deal of difference in the cost and the nutritive value of a diet. Any article purchased in packaged form is usually more expensive than the same article bought in bulk. Bulk oatmeal, corn meal, rice, and cracked wheat are among the cheapest forms in which to buy cereals. The ready-to-eat breakfast foods are much more expensive in proportion to weight and to food value than the cereals that are cooked at home.'

"Then it goes on: 'In buying for a minimum-cost diet it is very important, if not essential, to select only cheap and nutritious forms of cereals, part of them whole-grain products. For persons with normal digestion as much as half of the cereals in low-cost diets may well be whole-grain forms, because, in addition to supplying the material for energy, they help to reinforce the diet in some of the vitamins and minerals, especially in iron and Vitamin B<sub>1</sub>.'

"There are big words in that, but they are important," Miss Wilson added. "Especially about the whole-grain flour and breakfast foods."

"My mother," a voice began from across the table. Everyone looked around. "My mother came from the Old Country, and one thing she taught me was that it was sinful to waste anything made of grain. Like this," the owner of the voice stood up, "when there are pancakes left over from breakfast I cut them up and use them like noodles in soup. And when cakes or cookies get stale, I heat them in the oven and crumb them and put them in stewed fruits. All stale bread I heat and crumb and mix in meat loaves and things like that. When there's oatmeal left over I fix it with stewed fruit or put it in meat loaf. And it's good." The blond woman looked around diffidently and everyone laughed, encouraging her.

TO THIS, SOMEONE ELSE HAD AN ADDITION. "Bread crumbs," she said, "baked with brown sugar and malt make a wonderful breakfast cereal."

"Of course," Miss Wilson said, "some of the commercial breakfast cereals are made that way.

"I guess nobody throws fat away," Miss Wilson began again. "Most people save not only bacon drippings but other drippings as well, and they clear and save the fat they use in deep-fat frying. Then there's only one thing to say, and that's to remember that the fats should be kept in a cool place, preferably in the refrigerator, tightly covered, of course—otherwise they'll get rancid.

"You can buy butter and lard and rendered pork fat and lard compounds in bulk, and they're cheaper that way. There are also all kinds of cooking fats and oils, margarine, and corn oil and soybean oil and olive oil. If you shop around and compare prices you can save money there. I assume none of you has prejudices against one or another oil or fat. When you want to economize, prejudices are expensive things to have."

A hand went up suddenly. "What is rendered pork fat? I never heard of that."

"Rendered pork fat," Miss Wilson explained, "is lower quality pork fat that has been rendered like lard. Up until recently, all rendered pork fats were sold as lard. By July 1, 1941, however, under a recent standard established by the Secretary of Agriculture, what will be offered to you as lard at the store will be the rendered higher quality pork fats. Naturally, rendered pork fat will sell for less than lard. For some purposes, however, you will find it just as satisfactory as lard. Incidentally, there is a very good pamphlet that tells you many things about fats and how to use them. It's called 'Fats and Oils for Cooking and Table

Use' and it's free from the Bureau of Home Economics, Department of Agriculture, Washington, D. C.

"NOW LET'S GO ON," MISS WILSON WENT back to reading her pamphlet. "Accessories; that's coffee, tea, cocoa, baking powder, soda, vinegar, salt, and spices.

"Tea and cocoa can be bought in bulk at savings.

"And you ought to remember that coffee and spices lose their flavor if they are kept uncovered. Keep them covered and don't buy too much of them at one time."

Someone had an idea there. "I don't buy a whole lot of spices," a blunt little woman said, "I just buy a box of mixed spices. Then if I need a bay leaf, I fish out a bay leaf; if I need a clove, then I get out a clove. The mixed spices give me all I need of all kind of spices for a nickel or a dime at a time."

"Now finally we have sugar," Miss Wilson said. It was getting late and the women began to stir. "I'll just mention molasses. Molasses contains iron which is refined out of white sugar. And molasses is good on pancakes and in cooking. I suggest that you try it."

Just then the bell rang to signal the beginning of the afternoon session.

"Before we break up," Miss Wilson said, "suppose we agree to meet here again next week, same time. And remember, keep a record of your purchases, remember your buying rules, and make a note of how much you save."

Next week when the mothers assembled again, the first thing everyone wanted to do was to compare savings. Everyone had savings. One woman saved \$2 over the week before. Several others had marked up more than a dollar on the fair side of their ledgers.

"But how about your meals," Miss Wilson wanted to know. "Did your families like the meals?"

"Like them, they thought they were wonderful."

"My family said I'd showed real imagination."

"Well," Miss Wilson said, "these savings should be very encouraging."

"It isn't only the money," a woman interrupted. "Of course, I like to get along but it's more than that, it's knowing I'm giving my family a diet that helps to make them physically fit."

Just about everyone in the room nodded at that, for that's the way everyone felt. Of course, that's why what they were doing was important.





## Answers to Food Stamp Plan Questions

*Rochester, New York, was the first city to go Food Stamp Planning. That was in May 1939. Now with more than 250 cities operating this program, agriculture experts survey its methods and accomplishments \**

### Q. YOU'RE A STAMP PLANNER?

A. No, I've just been talking to people in the Department of Agriculture to find out all I could about the Food Stamp Plan.

Q. Why are you interested in the Food Stamp Plan?

A. Because the Stamp Plan has already proved that it can improve the diets of millions of city families and the incomes of millions of farm families.

Q. I'm interested in people, too, and people's diets. One of the important reasons for the Stamp Plan is that a large part of America is not well-fed. Is that right?

A. If anything, that's an understatement. At least 45 million people in this country are more or less under par because they don't get enough food or enough of the right kinds of food to be robustly healthy.

Q. Under par? Do you mean really sick?

A. In some cases, yes, but in many more cases, just less strong, less able to resist disease, less alert, less efficient than they would be if they had enough of the right kind of food.

Q. You say some are actually sick for want of the right kind of meals. Isn't that overdramatic? An overstatement?

A. Decidedly not. Down in Texas, the Texas Social Welfare Association conducted an inquiry called "The Basic Social Needs Study." They asked the public health officers of Texas counties to report to them on malnutrition.

Q. When was this?

A. The year reported on was 1938.

Q. What was discovered?

A. First, that at least 101 persons had died of starvation in Texas in 1938.

Q. Actually died from starvation?

A. Yes, but this study brings out the fact that while starvation itself may not be the immediate cause of death in very many cases,

in a great many cases it is an important contributing factor.

Q. What do you mean by that?

A. In one Texas county the health officer reported that "20 percent of the deaths in this county in 1938 were hastened by a lack of a sufficient amount of food and balanced diets." Another health officer in another county said "Malnutrition has been a contributing cause in approximately 60 percent of the deaths in this county for the last 5 years." A west Texas County Health Officer said, "Lack of a proper diet was a factor in a number of deaths in our county, especially among children of underprivileged families." Perhaps one statement sums up the situation as it was uncovered in Texas. A clinic director reported, "Of the patients examined by the free clinic during 1938, the majority were suffering from diseases that are traceable directly to malnutrition and its complications . . . both children and adults are suffering from the disease of poverty."

Q. ALL THAT MAY BE TRUE, BUT ISN'T IT possible that you are describing a very special situation which isn't general throughout the country?

A. I grant those are startling statements. There are statistics, however, which show just as alarming a picture for the whole country but which aren't so starkly tragic. A study was made of the diets of a cross-section of American families in the year 1936-37. Of American families, 35 percent had poor diets—diets which were deficient in some important factor.

Q. How do you account for that?

A. Well, one major reason is that more than 12 million of America's 29 million or so families in 1935-36 had incomes of less than \$1,000.

Q. You mean that isn't enough money to buy food?

A. Many village and city families lived on less than 5 cents a meal. Even those with incomes from \$500 to \$1,000 had an average of less than 9 cents to spend for each meal for each person.

Q. I've heard that the more intelligent you are the more likely you are to have better meals, more healthful meals, I mean.

A. I'm not sure what you mean. It's quite true that some people have bodies with dangerous hidden hungers because they don't care about what they eat; others don't raise food in gardens when they could produce some of what they need. I suppose you could say it's intelligent to care, and know, and do the things that will give you a good diet.

\* Based on information contained in "Economic Analysis of the Food Stamp Plan," a Special Report by the U. S. Department of Agriculture, pp. 98. Address: Superintendent of Documents, Washington, D. C. 20 cents a copy.

Q. What I meant was that it isn't all a matter of having enough money to buy safe meals.

A. You're right, there. It takes planning and buying and preparing and conserving foods carefully, too. But, of course, if you have to buy what you need, you have to have money to buy. And millions of families haven't been able to get jobs that pay enough to buy the right kinds of foods.

Q. You wouldn't say then that malnutrition is just a case of not getting *enough* food to fill up your stomach?

A. I should say not. It is much more a matter of not getting enough of the right kinds of foods.

Q. What are the right kinds of foods?

A. Well, the most important ones to keep your eye on are called protective foods. These are foods which contain crucially important nutrients which cheap diets are most apt to be short on.

Q. For example?

A. Milk; leafy, green, and yellow vegetables; eggs. They enrich diets with calcium, Vitamin A, riboflavin, and high quality proteins.

Q. I like meat, and so do most people. Isn't meat what you call a protective food?

A. Many times it is.

Q. What do you mean, many times?

A. Just that in some areas diets of low-income people often are short in pellagra preventives. Lean meat is protective against

pellagra because it is rich in nicotinic acid. It has proteins that have excellent value, too.

Q. What about cereals?

A. Well, if you buy cereals which aren't too refined they'll give you some of the vitamins you need, too.

Q. And you would say the diet of America is deficient in protective foods?

A. Yes. There is need for at least 10 to 20 percent more milk, 10 to 25 percent more butter, 25 to 70 percent more tomatoes and citrus fruit, and twice as much more leafy, green, and yellow vegetables.

Q. For America as a whole?

A. Yes.

Q. AND WHAT HAPPENS BECAUSE WE DON'T have as much of these foods as we need?

A. People get sick, and even when nutritional diseases do not kill anyone, or even put people in bed, they lower working efficiency, lower the body's resistance to infection, and reduce human happiness to a low ebb. In addition, for every person with an outright deficiency disease, there are scores, perhaps hundreds, who are not as fit as they should be, and who do not have as much natural resistance to disease as they might because of a poor diet.

Q. THAT'S INTERESTING, BUT HAVEN'T WE gone miles from the Food Stamp Plan?

A. No, we haven't. The chief difference between a poor diet and a good diet is in the protein, the minerals, and the vita-



**NUTRITIONAL** deficiencies don't ordinarily strike people dead; they reduce the level of vitality, lower the living, thinking, working, and enjoying capacities of a people.

mins each provides. The Food Stamp Plan, by getting more dairy products, eggs, fruits, vegetables, and lean meat to Stamp Plan families, is helping to protect them from illnesses.

Q. Is there any proof that the Food Stamp Plan does that?

A. Yes there is. The Bureau of Home Economics conducted a study out in Dayton, Ohio, where the Food Stamp Plan is in operation.

Q. What kind of study?

A. The diets of 2 groups of families, each with approximately the same income, were checked—families using the Food Stamp Plan, and families that weren't using the Food Stamp Plan.

Q. Which group of families purchased most food?

A. The Stamp Plan families.

Q. How much more did they get?

A. They not only had more to eat, but they had more of the right kinds of foods. For example, Dayton's Stamp Planners had 40 percent more eggs, 51 percent more butter, 6 percent more grain products, 37 percent more fresh vegetables, 29 percent more dried beans, 45 percent more fresh fruits including tomatoes, 214 percent more dried prunes.

Q. NUTRITIONALLY, WAS THE DIFFERENCE in the diets between these Stamp Planners and nonplanners important?

**WHEN YOU LOOK** at farm prices, there is a farm "surplus." When you look at the needs of America's people the surplus disappears. If America ate as much as it should, farmers would have to produce 10 to 20 percent more milk, 10 to 25 percent more butter, twice as much leafy, green, and yellow vegetables. The Food Stamp Plan helps some city families get more food and helps farmers get more income.



A. Very important. The group of Stamp Planners just mentioned got 19 percent more food energy than the non-Stamp Planners, 9 percent more protein, 8 percent more calcium, 12 percent more iron, 32 percent more Vitamin A, 11 percent more Vitamin B<sub>1</sub>, and 16 percent more ascorbic acid (Vitamin C).

Q. Was there any important lack in the diets of the families who did not use the food stamps?

A. Yes. The non-Stamp Planners need additional amounts of Vitamin A. You see, the Stamp Planners got extra Vitamin A from the butter and eggs they were able to buy under the Stamp Plan.

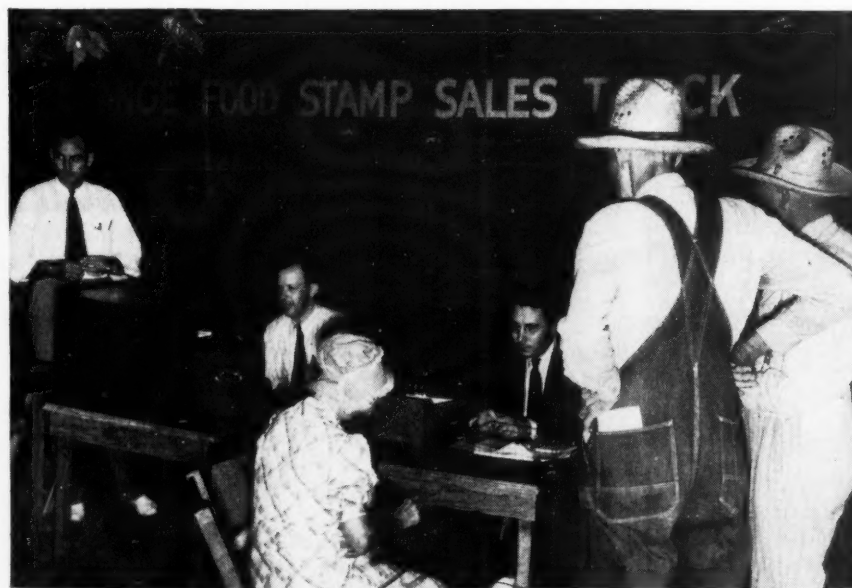
Q. Would you say that the diets of the Stamp Plan families are now up to par?

A. No, I'm sorry to say. There is still room for improvement. Both groups of families need more calcium in their diets. The best source of this nutrient is milk. Certain types of green vegetables help, too.

Q. Is anything being done to correct that situation?

A. Oh yes. In some cities, 5-cent-a-quart relief milk and penny-a-half-pint school milk, which are both Surplus Marketing Administration projects (the SMA in the U. S. Department of Agriculture is the Stamp Plan agency), are aimed at that problem. Then many consumers working by themselves are trying to get more milk.

**IN Pottawattomie County, Oklahoma, the Food Stamp Plan hits the highways where county relief families can come to buy their orange stamps. Blue stamp bonuses equal to half the value of the orange stamps purchased are given free. In Shawnee, the county seat, families go to the welfare offices for their stamps.**



Q. NOW, I'D LIKE TO KNOW JUST WHAT the Food Stamp Plan is?

A. It's a device to raise farm incomes by giving consumers more money to buy the foods farmers grow, and to raise the health standards of Stamp Plan families by giving them the power to purchase foods they otherwise can't afford to buy.

Q. It isn't an entirely new distribution system is it?

A. You're right, it's not. It uses the distribution system we now have, the grocers, the wholesalers, the trucks and trains, the workers, and the country shippers who are already engaged in the sale and distribution of foods for ordinary sale.

Q. Then the Government doesn't buy foods for these Stamp Plan families?

A. Not for Stamp Plan families. It gives extra food purchasing power to these families.

Q. By purchasing power, you mean cash?

A. No, stamps. Food Stamps.

Q. NOW WE COME TO IT. WILL YOU PLEASE be very exact in describing the Stamp Plan?

A. Under the Stamp Plan, low income families getting public assistance are permitted to buy orange stamps to the value of the money which the family ordinarily spends for food. They can buy as much as \$1.50 worth per person each week.

Q. What good are these orange stamps?

A. The orange stamps may be spent in any grocery store for any food.

Q. Why should people buy orange stamps when with the same money they could buy food for cash?

A. Because if they buy orange stamps, they are then entitled to get a certain number of free blue stamps. The number of free blue stamps given out varies, but by and large, families get free blue stamps to half the value of the orange stamps they buy.

Q. What can these people do with the blue stamps?

A. They can exchange blue stamps for any food which the Secretary of Agriculture has designated as a "surplus" food.

Q. You mean that in purchasing these so-called "surplus" foods the blue stamps are just as good as cash?

A. Precisely.

Q. What happens to families who can't afford to purchase orange stamps in order to get free blue stamps? Lots of those people need food, too.

A. In some cities and States where relief payments are so low families can't afford to buy orange stamps, blue stamps are given to them. In other cities where families get their relief in the form of vouchers which are good for the purchase of food at grocery stores, these vouchers serve the same purpose as orange stamps.

Q. WHAT FOODS CAN BE PURCHASED WITH blue stamps?

A. The list of "surplus" foods changes from season to season and, in the case of some locally grown foods, from area to area.

Q. Granting that, what foods have been or are now on the surplus list?

A. This month, December, there are these foods: Irish potatoes, onions, cabbage, apples, pears, oranges, grapefruit, dried prunes, raisins, dried beans, butter, eggs, pork, lard, corn meal, hominy grits, rice, wheat flour, whole wheat (graham) flour.

Q. By what authority does the Department of Agriculture operate the Stamp Plan?

A. The Surplus Marketing Administration which is a part of the Department of Agriculture administers the Stamp Plan. It does so under authority of Section 32 of a law first passed in 1935 and which has been amended subsequently.



## 12 Q. What does this Section 32 say?

A. It's rather long but the relevant clauses say "There is hereby appropriated for each fiscal year . . . an amount equal to 30 per centum of the gross receipts from duties collected under the customs laws . . . Such sums shall be . . . used by the Secretary of Agriculture only to (1) encourage the exportation of agricultural commodities or products . . . (2) encourage the domestic consumption . . . by increasing their utilization . . . among persons in low income groups . . . and (3) reestablish farmers' purchasing power . . ."

Q. I suppose the Stamp Plan comes under No. 2?

A. Partly. It also comes under No. 3.

Q. How long has the Stamp Plan been operating?

A. Since May 16, 1939.

Q. To how many places has the plan been extended?

A. By December 15, 1940, to 250 places.

Q. How many persons was it serving?

A. Between 2,500,000 and 2,800,000 people.

Q. What will be the value of the blue stamps distributed this December?

A. About 6½ million dollars.

Q. ONE OTHER QUESTION, IF YOU DON'T mind. I have heard that nutrition is somehow related to national defense. Could you tell me how?

A. Defense basically is a matter of productive efficiency. With 45 million persons so poorly fed that they can't work efficiently or live healthfully, the problem of feeding them becomes one of the crucial defense problems, if only to attain our greatest productive efficiency.

But then there is an even more direct relationship. Many of the young men reporting under the Selective Service Act are being rejected for service after physical examination. There is no doubt that some of these rejections trace back directly to the fact that too many Americans live below the safety line nutritionally.

Q. Suppose I lived in a city where the Food Stamp Plan was not operating, how would I go about trying to get it?

A. Write to the Surplus Marketing Administration, Washington, D. C., and they will tell you whether it is possible to start the Plan in your city. They are extending the program as far and as fast as their funds permit.

Q. Thank you very much.

A. Not at all.

# Milk Glossary for Consumers

## PART V

*Down through the D's of the Milk Glossary where terms consumers use in dealing with milk problems are explained \**

### D

**DIRECTOR OF MARKETING.** Directing and coordinating officer of the United States Department of Agriculture in charge of all marketing activities.

The Director of Marketing has the task of gearing together the various agencies in the Department of Agriculture dealing with marketing. It is also his job to key these activities in with those of other Federal and State agencies. Agencies dealing with milk which come under the general coordinating supervision of the Director of Marketing are the Surplus Marketing Administration (which includes the agency in charge of milk marketing agreements and orders), the Bureau of Home Economics, Bureau of Dairy Industry, and the Consumers' Counsel Division.

**DISEASES.** (See also Bureau of Animal Industry.)

Each year there are from 30 to 50 outbreaks in the United States of milk-borne diseases. Among the diseases which can be transmitted through milk are tuberculosis, typhoid fever, scarlet fever, diphtheria, septic sore throat, and undulant fever.

Health officers say that the surest way to make milk absolutely safe is to pasteurize it. They recommend that all milk be pasteurized or boiled.

**DISTRIBUTORS (handlers).** Those engaged in the receiving (collecting milk from farmers), processing (pasteurizing and bottling), and distribution of milk. Most of the time these functions are commercial

undertakings, though in some cities cooperatives perform this service. In one American city, Tarboro, North Carolina, there is a city-owned milk distribution system. The milk distributor is one of the few food processors who takes the raw product from the producer and performs all the intermediate services necessary before turning the finished product over to the consumer.

Distributing (handling) milk takes roughly 50 percent of the consumer's milk dollar. In particular cities, however, the cost of handling varies. In Washington, D. C., the retail price of delivered milk is 14 cents. Of this 14 cents the farmer receives 7.5 cents while the milk distributor receives 6.5 cents. In St. Louis, a quart of milk delivered to the home costs consumers 12.5 cents. Of this the farmer gets 5 cents while the distributor collects 7.5 cents.

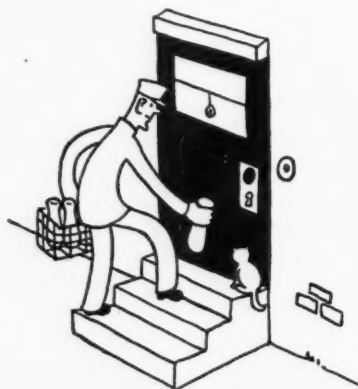
Milk is sold, also, in half-gallon and gallon containers in St. Louis. When consumers buy milk in half-gallon containers they pay 23 cents for the half gallon, or 11.5 cents a quart. Under this arrangement farmers still get 5 cents a quart while the sale in quantity enables the distributor to cut his margin to 6.5 cents.

Milk sold in gallon containers costs consumers 42 cents a gallon, or 10.5 cents a quart. Again the farmer's share stays at 5 cents a quart while the distributor has a margin of 5.5 cents.

St. Louis' experience demonstrates what many consumers believe: That immediate opportunities exist in the cost-of-distribution sector for milk economies.

But, while handling charges are regarded as excessive by some, this does not mean that an individual dairy is directly to blame for the excess costs. It is not the fault of a particular dairy that it must maintain costly duplicating delivery facilities in order to compete for patronage with other dairies in the city. Extravagant handling costs also arise, without any blame attaching to individual dairies, out of the necessity for each dairy to maintain plant facilities which needlessly (in terms of milk need but not in terms of the com-

\* Earlier instalments appeared in CONSUMERS' GUIDE, August, October 1, October 15, and November 1, 1940.



petitive milk distribution system) duplicate plant facilities of other dairies, none of which is run at capacity. The same costly parallel services are extended into the country for the purpose of picking up milk from the milk producers' farms.

In certain cities, however, charges have been made that even though milk distributing companies have grown to such a size that they dominate the market and are able to install economies, still no economies have been forthcoming.

Milk handling charges (which are roughly the spread between the price paid the farmer and the price charged the consumer) not only pay for the cost of receiving milk from farmers, chilling it, testing it, pasteurizing it, bottling it, and delivering it. These charges must also pay for salaries of milk company officials, for plant (land, buildings, and equipment), wages of workers, maintenance of trucks, other transportation charges, for advertising, and occasionally for unprofitable ventures in fields outside of the distribution of milk.

Besides the commercial companies there are 3 types of cooperatives which receive, process, and distribute milk. (See Cooperatives.) They are:

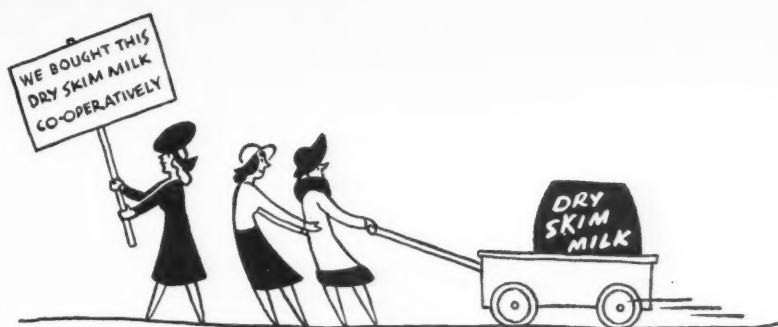
(1) Farmers' cooperatives which process and distribute milk produced by member farmers.

(2) Farmer-consumer cooperatives (there is only one of these) which are jointly owned by farmers and consumers.

(3) Consumers' cooperatives which buy milk from farmers, just as any commercial milk company does, but which are operated by and for consumers. These cooperatives usually operate on Rochdale principles: one member—one vote, dividends based upon patronage, limited return on invested capital, and membership open to all.

From time to time it has been proposed that the functions of the distributor or handler should be taken over by a municipally-owned and operated agency. A study made in Milwaukee indicated that much waste, which is necessarily a part of the present method of handling milk, could be eliminated by municipal milk distribution. Duplicating plant and delivery facilities, it is suggested, would be made unnecessary. Such a municipally-owned milk distribution system has not been tried out in any large American city.

**DRY SKIM MILK.** A product made by evaporating water from fluid skim milk. The standard of identity established for dry skim milk under the Federal Food, Drug, and Cosmetic Act of 1938 defines this prod-



uct as the food obtained by drying sweet skim milk. It declares that dry skim milk must not contain more than 5 percent water.

One hundred pounds of an average batch of dried skim milk contains:

- 49 pounds of milk sugar
- 9 pounds of milk minerals
- 37 pounds of milk protein
- 4 pounds of water
- 1 pound of butterfat

When mixed with  $3\frac{3}{4}$  cups of water,  $3\frac{1}{2}$  ounces of dry skim milk is the equivalent of a quart of fresh fluid skim milk. A quart of reconstituted skim milk plus  $1\frac{1}{2}$  ounces of butter is the approximate dietary equivalent of a quart of fluid whole milk.

Since dried skim milk contains very little fat (that's what's skimmed out) it has the best keeping quality and the lowest price of any of the dried milk products.

A product whose use could be greatly expanded with benefits to both farmers and consumers, dry skim milk is a particularly valuable addition to the diet of low income families. It supplies protein, minerals, milk sugar, and Vitamin G (riboflavin) at very low cost. However, it does not contain 2 vitamins for which fresh milk and butter are prized, Vitamins A and D.

Dietitians urge families to use dry skim milk in any dish that calls for milk. They also triple-star it for use to increase the nutritive content of bread and other baked foods, vegetable dishes, soups, and desserts. To supply the demands of child bodies for calcium, dietitians suggest it may be added to the fresh fluid milk given children. About  $\frac{1}{4}$  to  $\frac{3}{8}$  of a cup of dried skim milk may be added to a quart of fresh whole milk without changing the taste or the consistency of the milk.

Dry skim milk's concentrated low cost food value has been recognized by institutions and welfare agencies which use it to provide diet insurance wherever people have to be fed with limited amounts of money. The Surplus Marketing Administration (Federal Surplus Commodities Corporation) has made millions of pounds of dry skim milk available to families receiving public

assistance and to children in schools where free hot lunches are provided.

The Bureau of Home Economics has issued a pamphlet containing recipes which use dry skim milk to best advantage. Copies of this pamphlet may be obtained free by writing to the U. S. Department of Agriculture, Washington, D. C.

Consumers who have learned to use and like dry skim milk have reported some trouble in buying the product. Originally it was claimed by milk processors that dry skim milk could not be packaged for sale to consumers because it caked when exposed to air. When distribution of dry skim milk was undertaken on a large scale by the Surplus Marketing Administration, this agency, with the cooperation of the Bureau of Dairy Industry, devised a paper package which solved this problem. Dry skim milk has been sold by manufacturers to bakeries and similar establishments in large quantities for many years.

Where grocers do not handle this product even after it has been asked for, it may sometimes be obtained from local bakers and ice-cream manufacturers in small quantities.

Dry skim milk may be bought most cheaply in 25- and 50-pound containers. While no one family could buy any such quantity, it is feasible for a group of families to pool together to make the purchase.

Since dry skim milk does cake on exposure to air, it should be kept in a tightly covered container.

**DRY WHOLE MILK.** Fresh whole milk from which most of the water has been evaporated. Under a definition of the Food and Drug Administration, dried whole milk must contain not less than 26 percent milk fat and not more than 5 percent water. A pound of this product which is now packed in sealed containers that prevent the fat from turning rancid, is the nutritive equivalent of  $3\frac{1}{2}$  quarts of milk. By adding  $3\frac{1}{2}$  cups of water to  $4\frac{1}{2}$  ounces of dried whole milk, a milk is obtained which looks like fresh whole milk and which has all of its nutrients except the small amounts of Vitamin C (ascorbic acid), fresh whole milk contains.

# Bottleneck Busters

*Farmers' incomes as well as the Nation's health have a stake in the quantity of milk consumers buy. Here is a summary of the economies in milk purchases offered consumers in many cities*

**ONE OF THE FOODS** Americans get too little of is milk.

The reason most Americans don't get enough milk is that most people can't afford as much of it as they need.

That's why one event these days is important. That's the exploration people are making into ways of cutting costs of distribution and passing the savings on to consumers.

A survey just completed by the Consumers' Counsel Division records some of the results of this exploration.

Filled in questionnaires have been collected from more than 250 American cities in an effort to find out what is being done to turn America's milk deficiency into an American milk sufficiency.

These questions were asked to bring out the details of the milk situation:

What is the retail price per quart of milk of the grade most commonly used in your city?

What's the cash-and-carry price at the store?

What's the cheapest price at which milk can be bought in your city?

Is milk in your city sold in containers larger than a quart?

If larger than 1-quart milk containers are used, are they used for home delivery or for store sales?

What's the price of milk in the large containers?

Is there any difference in the price of milk sold in large containers for home deliveries and at the store?

Is a reduction in price given for additional quarts of milk on the same delivery?

If a reduction in price is given, what does the first quart of milk cost? The second? The third? The fourth? The fifth?

Are there other ways a reduction in the price of milk can be obtained by purchasing in quantity?

If there are other quantity discounts, how much milk must you take to earn it?

How much can be saved?

To obtain the quantity discount, is it necessary to buy a stated amount of milk each day, each week, or each month?

Are there any other ways consumers are getting milk at less than the current retail price?

Do consumers get milk cheaper by buying it at the pasteurizing plant?

Do consumers who buy double-solids milk (fresh milk from which a good part of the water has been evaporated) get it any cheaper than the equivalent whole milk?

Can price reductions be obtained by having milk delivered every other day instead of every day?

Is fluid skim milk being sold? If so, how? What price is charged for it?

SUCH QUESTIONS AS THESE CAN STAND RE-reading several times. In a way they are as typical of America as the storage battery and electric light and motion picture Thomas Edison invented. They suggest some of the ingenious devices Americans have thought up to get more milk at less cost.

There wasn't time or money enough to go behind the reports of what was happening on the milk front to see what effect these devices are having on actual living, working human beings. Interviewers and investigators were not sent out to talk to mothers about the health of their children after they got more milk. Nurses couldn't be sent around to weigh children, and doctors couldn't be sent out to make periodic examinations. But make no mistake about it, anything someone thinks up to reduce the price of milk is important, as important as the discovery of a new medicine. Milk, consumed by families in adequate amounts, after all, may make doctoring unnecessary sometimes.

In the 250 cities from which answers to

the Consumers' Counsel questions were received, the lowest prevailing price paid for whole milk was 8 cents per quart. The highest price, 17 cents per quart, was reported in a city in Florida, where the reporter made a rueful comment, "This extremely high price of milk causes many families to do without whole milk, and most families use canned milk extensively."

FIRST THING SOME FAMILIES THINK ABOUT when the delivered price of milk is too high is: Can we pay cash for the milk, go get it ourselves, and make a saving that way?

Out of 228 cities, the answer was "No" in 129. In the remaining 99 cities the answer was "Yes." Buying milk the cash and carry way meant a possible saving per quart of:

One cent in 44 cities.

Two cents in 27 cities.

Three cents in 15 cities.

Four cents in 9 cities.

Five cents in 2 cities.

Seven cents in 1 city.

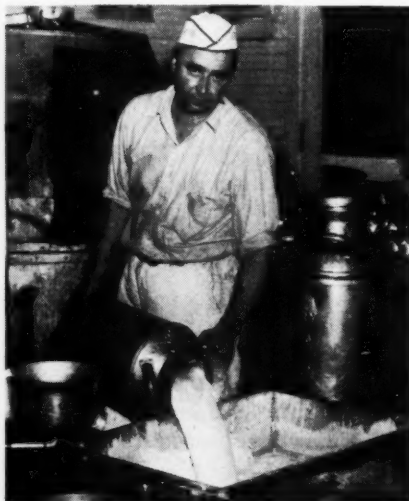
Eight cents in 1 city.

These are called "possible" savings because not all the come-and-get-it milk in all these cities was priced lower than delivered milk. Fact is in only 94 of the 228 cities were all of the prices on store milk lower than on delivered milk.

YOU CAN'T EXPECT A STATISTICAL REPORT to make a speech, but sometimes a statistic suggests a question or 2 that might be asked. Consumers who live in cities where there is no cash-and-carry differential might ask why. In other cities, consumers might ask whether or not the cash-and-carry differential actually represents the savings which cash and carry permits.

Milk is important to all families, but the price of milk begins to stick in your throat when there are 2, 3, or 4 children in the family who need milk and you want to make your food money cover 3, 4, or 5 quarts of milk a day, as well as all the other foods you need. Then milk can be a problem. Under that circumstance, the person who takes his bottles of milk in off the doorstep is likely to ask himself, wouldn't it be cheaper if the milk in these 4 or 5 bottles were put into one big container, say a half-gallon or gallon container?

THIS SURVEY REVEALED THAT MILK WAS offered for sale at reduced prices in multiple quart containers in 93 cities. In 41 cities, milk can be bought in 2-quart containers; in 52 cities milk can be had in gallon containers, and in all of these cities some savings were passed on to consumers. (In another 3 cities, dairies using the large-size containers





passed no savings on to consumers.) These savings per quart were reported:

One cent or less in 15 cities.

Over 1 to 2 cents in 36 cities.

Two to 3 cents in 23 cities.

Three to 4 cents in 10 cities.

Four to 5 cents in 9 cities.

From an Ohio city along with the report on multiple-quart containers, came a comment. "We feel we are very fortunate in regard to milk in our community. The milk sold in quarts and gallons is the same quality milk, but by using the gallon container, getting milk only as often as needed per week, one gets excellent milk at 30 cents per gallon."

ANOTHER THING THAT POPS INTO THE head of people who must pay milk bills is, why couldn't the dairy reduce the price of milk if I take more than one quart of milk at a time? The logic is obvious; the big delivery cost in milk is for the first quart. Delivering 2 quarts at the same time doesn't cost twice as much.

Different ways of allowing "discounts" on quantity purchases showed up. One of these is to allow a discount on all quarts purchased provided families buy more than one. In this system, savings range from a half-cent a quart all the way up to  $3\frac{3}{4}$  cents a quart. The most usual saving, however, is 2 cents a quart. This saving can be effected in 12 cities.

If 2 quarts of milk or more are bought at one time, 6 cities give a discount.

If 3 quarts of milk or more at one time, 9 cities give discounts.

If 4 quarts or more are bought, 30 cities grant discounts.

In 16 of the cities in the survey, one price is charged for the first or sometimes for the first 2 or 3 quarts of milk you buy, while a reduction is allowed for each additional quart of milk on the same delivery.

In a Texas city, for example, the first 3 quarts of milk cost 12 cents each, while the 4th, 5th, 6th, and 7th quarts of milk come at 10 cents. A family buying 8 or more quarts gets these additional quarts for 9 cents each.

In a large metropolitan city in the East, the first quart of milk sold at  $14\frac{1}{2}$  cents (when the report was made) while extra quarts on the same delivery from some dealers cost only  $12\frac{1}{2}$  cents.

Another form quantity discounts take is an allowance of some reduction in the price per quart if a stated amount of milk is taken over a definite period of time. A discount is allowed in a Connecticut city if you buy 21 quarts of milk weekly; in a Missouri city

if you take 7 gallons weekly; in an Alabama city, if you take 100 quarts of milk per month. In all, this practice was reported in 10 cities.

EVERY-OTHER-DAY DELIVERIES OFFER SAVINGS to milk consumers in 4 cities. In these 4 cities consumers, by arranging to take enough milk at one time to do for 2 days, are enabled to make savings of 2 cents per quart of milk in 3 cities and of  $1\frac{2}{3}$  cents in one city. To get the discounts in 2 cities families have to take at least 4 quarts of milk at one time; at least 3 quarts of milk at one time in one city; at least 5 quarts of milk on the every-other-day delivery in the other city.

Energetic consumers in 23 cities carry the logic of cash-and-carry just as far as the logic will go. They turn up at pasteurizing plants, sometimes with their own containers, to take advantage of the savings this practice offers.

In some cities the price at the milk plant is the same as the cash-and-carry price in a store. In other cities, savings of  $4\frac{1}{2}$  cents per quart of milk are possible.

In a Missouri city, if you buy 4 quarts of milk at the plant you get your milk at a saving of  $2\frac{3}{4}$  cents a quart, and besides you get a quart of skim milk thrown in.

In 3 cities only raw milk (unpasteurized) is sold at the plant at a discount. The savings are there but the consumers who take advantage of them either have to boil their milk before using it, or take a chance of getting unhealthful milk.

RECORDS FROM OTHER CITIES SHOW HOW persistently, and sometimes hazardously, families press for the milk they need and want. From one city in Kansas came this report, "Considerable quantity bought at small dairies outside city limits at 30 cents a gallon (35 cents at pasteurizing plant). Milk not inspected but poor families take the risk."

Virtues of fluid skim milk have been striking more and more consumers recently. In 35 cities, reports indicate, consumers have awakened to the fact that skim milk contains the same important milk minerals, proteins, and some of the vitamin values that come in fluid whole milk. Because dairies tend to regard skim milk as waste and too few consumers know the values in skim milk, milk in this form is a bargain in most of the places where it is sold.

In most cities skim milk is sold to consumers at 10 cents a gallon. Consumers in some cases have to go to the dairy plant to get it, however, and in a few cases they have to carry along their own containers.

Skim milk is sold by the gallon in 18

cities. In some places it can be bought in half gallons, and, in a few places in quart containers. When skim milk is sold by the quart its price, sometimes delivered and sometimes at the store, is from 4 to 8 cents per quart, with the average price per quart 6 cents.

In one city skim milk is given away free to "needy families and former customers."

MOST UNIQUE REPORT OF ALL CAME FROM a suburban community in the East:

"Milk club of 200 to 300 members submits bids to dairies and gets low prices; 5 or 6 hundred quarts daily."

So the record ends. But this is an account of possible savings in milk purchases in only 250 cities of the country. If there were time to cover every community, even more examples might be found. Doing that, however, doesn't have to wait on a survey by the Consumers' Counsel. Any consumer group can search for such facts in its own town. It can check over the list of questions at the start of this story or it can write to Consumers' Counsel and ask for a question sheet on which the answers can be written down.

More important, even, than learning what economies are possible is telling other consumers about them. Here, again, is a job for consumer groups who give a care about getting more milk to more people. And it would be a strange kind of consumer group which doesn't give much of a care.

### "ONE ESSENTIAL COGWHEEL

in our democratic governmental machinery is the economic interest-group organization. The interest groups manage to keep things on a fairly even keel for large numbers of citizens who can make their voices heard.

"But the disadvantaged in agriculture must be heard. Their voices lack the megaphone of a group organization and so are heard only faintly. . . . It is frightening to think about the harm that will be done our democratic ideal within the next 2 generations if health and education and opportunity and a place in the regard of their fellow citizens is not soon granted them more generously.

"It is just common sense to double our effort to make democracy work on the low-income agricultural front."

CLAUDE R. WICKARD,  
*Secretary of Agriculture.*



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